REMARKS

The Office Action in the above-identified application has been carefully considered and this amendment has been presented to place this application in condition for allowance. Accordingly, reexamination and reconsideration of this application are respectfully requested.

Claims 1, 4-5, 8-9, and 12 are in the present application. It is submitted that these claims were patentably distinct over the prior art cited by the Examiner, and that these claims were in full compliance with the requirements of 35 U.S.C. § 112. The changes to the claims, as presented herein, are not made for the purpose of patentability within the meaning of 35 U.S.C. sections 101, 102, 103 or 112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled. Claims 2-3, 6-7, and 10-11 are canceled.

Claims 1-12 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ranjan (Published U.S. Patent Application 2003/0100320) in view of Kaneko et al. (Published U.S. Patent Application 2002/0107737). The present claims recite "means for memorizing a table of preset keywords and corresponding preset displaying attributes; wherein said preset displaying attributes include background information, background movements, and input text movements." (Claims 1, 5, and 9) This table is shown in Figure 8 and described in paragraphs 57-58 of the specification.

As noted by the Examiner, Ranjan does not disclose a background image associated with a keyword. Moreover, Ranjan fails to disclose a table of keywords or preset displaying attributes which include background information, background movements, and input text movements as

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required in the present claims. Rather, the Examiner relies on Kaneko's Figure 9 to meet the present invention's displaying attributes limitations. (Office Action page 3) However, the table shown in Figure 9 of Kaneko is patentably distinguishable from the present invention's table of keywords as shown in Figure 8. Specifically, the present table associates background information, background movements, and input text movements for each keyword. Each attribute is provided in a separate column following the keyword listing. By contrast, Kaneko's table simply provides a list of display attributes (template image data and advertisement data) organized by type. Specifically in Figure 9, the first column lists the types of display attributes while the second column lists simply provides a further description of that display attribute. Accordingly, Kaneko's Figure 9 fails to meet the table of preset keywords and corresponding preset displaying attributes as recited in the present claims.

Accordingly, for at least this reason, Ranjan and Kaneko fail to obviate the present invention and the rejected claims should now be allowed.

In view of the foregoing amendment and remarks, it is respectfully submitted that the application as now presented is in condition for allowance. Early and favorable reconsideration of the application are respectfully requested.
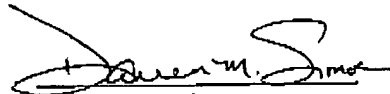
No additional fees are deemed to be required for the filing of this amendment, but if such are, the Examiner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account No. 50-0320.

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If any issues remain, or if the Examiner has any further suggestions, he/she is invited to call the undersigned at the telephone number provided below. The Examiner's consideration of this matter is gratefully acknowledged.

Respectfully submitted,
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